PROVINCIAL ADVISORY COUNCIL
ON THE STATUS OF

WOMEN

NEWFOUNDLAND & LABRADOR

Annual Report

2008-2009

PROVINCIAL ADVISORY COUNCIL ON THE STATUS OF WOMEN
NEWFOUNDLAND & LABRADOR

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September 8, 2009

Honourable Kathy Dunderdale
Minister Responsible for the Status of Women
Government of Newfoundland and Labrador
P.O. Box 8700
St. John's, NL A1B 4J6

Dear Minister Dunderdale:

On behalf of the members of the Provincial Advisory Council on the Status of Women, it is my pleasure to submit our 2008-2009 Annual Report in accordance with the guidelines for Annual Performance Reports for Category 2 Government Entities.

This report was prepared under my direction. My signature reflects council members' accountability for the results contained in this report.

Sincerely,

Linda Ross
President/CEO

LR/pm

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1.0 Organizational Overview

The Provincial Advisory Council on the Status of Women is an arms-length, external agency which reports to the Minister Responsible for the Status of Women. It was established by the Provincial Government in 1980 and received legislative standing with the introduction of the *Status of Women Advisory Council Act*.

The Advisory Council consists of 11 members, including a President/CEO and Vice-President. It was created to advise Government on issues affecting the status of women and to raise awareness of women's issues within the general public.

The President/CEO is a full-time staff position filled through a public service competition. The successful candidate is appointed to a three-year term by the Lieutenant-Governor in Council.

Members of the Advisory Council are selected following a nomination call by the Women's Policy Office. They are appointed by the Lieutenant-Governor in Council for three-year terms of office and are eligible for reappointment.

1.1 Advisory Council Members

Our members bring a wealth of diverse experience and feminist analysis to the work of the Advisory Council, along with a shared commitment to advancing the status of all women in Newfoundland and Labrador.

I'm a woman of very few words, but lots of action.

Mae West

2008-2009 Council Members:

- Leslie MacLeod, President/CEO – St. John's
- Phyllis Artiss, Vice-President – St. John's
- Mary Pia Benuen – Sheshatshiu
- Annie Evans – Makkovik
- Yamuna Kutty – St. John's
- Carolyn Lavers – Port aux Choix
- Vanessa MacArthur – Port aux Basques
- Michelle Murdoch – St. John's
- Phyllis Seymour, Interim Vice-President – Little Bay Islands

** Jackie Jenkins, Grand Falls-Windsor, appointed to the Council in 2006, stepped down in September 2008 to accept the appointment of provincial court judge in Stephenville.*

1.2 Staff

The Advisory Council operates with a staff complement of four full-time staff. In October 2008, Danielle Finney resigned from the position of Communications Director to take up new employment in another province. Elaine Condon joined the Advisory Council in November 2008, replacing Danielle as the Communications Director. The four full-time staff:

- Sandy Abbott, Office Manager
- Elaine Condon, Communications Director
- Leslie MacLeod, President/CEO
- Elaine Wychreschuk, Policy Analyst

See **Appendix A** for Advisory Council member and staff biographies.

1.3 Mandate, Vision and Mission

Our Mandate:

Our mandate is laid out in Section 3 of the *Status of Women Advisory Council Act*. It reads as follows:

3. *The advisory council shall:*

a) Advise the minister on those matters relating to the status of women that the minister refers to the advisory council for consideration;
b) Advise the minister on those matters relating to the status of women that the advisory council feels appropriate;
c) Bring before the government and the public matters of interest and concern to women; and
d) Establish the general policies that will government [sic] the organization, administration and operation of the advisory council.

Our Vision:

Equality, equity and inclusion for women in Newfoundland and Labrador.

Our Mission:

As part of our business planning process in 2006-2007, we developed the following mission statement to guide our work through 2011:

By March 31, 2011, the Provincial Advisory Council on the Status of Women will have enhanced its representation in priority areas related to advancing the status of women.

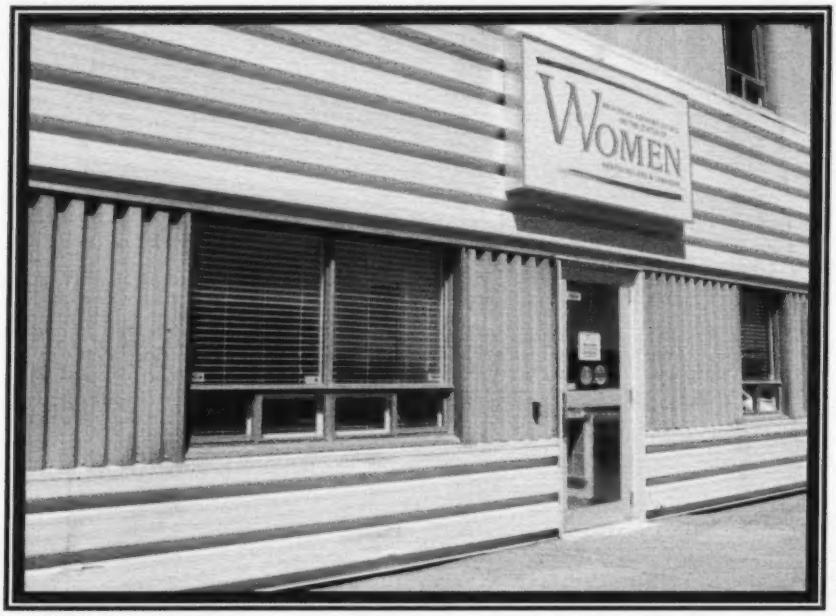
1.4 Values

Advisory Council members and staff work from a feminist perspective to advance the status of women in Newfoundland and Labrador. In 2006, we developed the following set of values to guide our work: commitment, responsiveness, inclusiveness, learning, safety and celebration.

See **Appendix B** for a description of these values.

1.5 Physical Location

The leased, accessible office space is located at 15 Hallett Crescent, Suite 103, St. John's, NL.



1.6 Budget

In 2008-2009, our approved Provincial operating grant was $402,500. However, following successful salary negotiations with the Department of Finance, the final approved core budget allocation was increased to $420,900. The continued growth in our operating budget since 2006, reflects Government approval for an additional staff position, increased salaries and additional overhead costs.

1.7 Lines of Business

Lines of business are defined as those discrete and coherent sets of programs, services and/or products that represent what the Advisory Council provides to its external clients.

In keeping with the Advisory Council's legislated mandate, the following lines of business have been identified: (1) advising Government on issues affecting the status of women; (2) outreach and consultation; and (3) public education and awareness.

Advising Government on Issues Affecting the Status of Women

The Advisory Council provides advice as requested by the Minister and other Government departments and agencies. On an ongoing basis, the Advisory Council is asked for recommendations on changes to, or the creation of, legislation, policies and practices affecting the status of women in Newfoundland and Labrador.

The work of the Advisory Council is centred on improving Government policies, programs, practices, services, legislation and budget allocations as a means to advance the equality of women in Newfoundland and Labrador. The Advisory Council also brings emerging issues and concerns to Government. It works with individual women, women's groups, and the Women's Policy Office to identify the issues and develop an analysis of problems and solutions.

While the Advisory Council is not the direct agent of change, council members provide advice and direction to Government and advocate for systemic changes. Advice is generally provided through position papers, briefs and written recommendations. The Advisory Council identifies processes to move existing policy forward or to deal with gaps. It also engages in issue analysis, research and consultation. In addition, the Advisory Council participates on a variety of committees and working groups which provide information and recommendations related to advancing the status of women.

Outreach and Consultation

The Advisory Council provides outreach to equality-seeking organizations and to Government by responding to requests for workshops, presentations and speeches on women's experiences, feminist analysis and gender inclusive analysis, insofar as resources permit.

When working on specific issues, the Advisory Council reaches out to stakeholders, clients and others for information and collaboration. It actively engages in networking and consultation with women's groups throughout the Province, as resources allow and as indicated by the strategic priorities.

Much of the Advisory Council's outreach work is done using communications tools such as email, phone, listserv and conference calls. As resources permit, the Advisory Council hosts and participates in roundtable meetings; brings groups together to facilitate information exchanges; and participates in local, regional and national meetings and conferences. The Advisory Council also engages in outreach with women's equality-seeking groups through participation on boards and advisory committees, such as Women Interested in Successful Employment and the Women in Resource Development Committee.

The first problem for all of us, men and women, is not to learn, but to unlearn.

Gloria Steinem

Public Education and Awareness

The Advisory Council's third line of business is focused on providing public education and awareness on issues related to women's social, legal, economic, political and cultural equality.

The Advisory Council uses the media to provide information on the status of women, both proactively and reactively. This enables the Advisory Council to provide public feminist reaction and analysis on issues both negatively and positively affecting women's equality and inclusion.

As resources permit, the Advisory Council creates and/or circulates information, briefs, reports and other documents related to the status of women.

2.0 Shared Commitments

Our work could never be accomplished in isolation from our many partners who share a commitment to advancing the status of women.

During 2008-2009, a positive and dynamic working relationship with the Minister Responsible for the Status of Women and the Women's Policy Office continued to strengthen our ability to fulfil our mandate and reach our goals. Throughout the year, we shared information, analysis and strategies to advance a variety of women's equality issues.

We also established and maintained positive working relationships with the following Departments:

- Education
- Health and Community Services
- Human Resources, Labour and Employment
- Justice
- Finance
- Innovation, Trade and Rural Development

We worked with many feminist groups and other community organizations including:

- Status of Women Councils
- Transition Centres and Shelters
- Transition House Association of Newfoundland and Labrador
- Multicultural Women's Organization of Newfoundland and Labrador
- Make Work Pay Coalition
- Newfoundland and Labrador Sexual Assault Crisis and Prevention Centre
- Regional Coalitions against Violence
- AIDS Committee of Newfoundland and Labrador
- OXFAM Canada
- Planned Parenthood Newfoundland and Labrador Sexual Health Centre
- Newfoundland and Labrador Federation of StudentsNewfoundland and Labrador Federation of Municipalities
- Union women's committees

These feminist groups and community organizations were important partners in advancing the work of the Advisory Council. Through collaboration with the Regional Coalitions against Violence, the AIDS Committee of Newfoundland and Labrador, Oxfam Canada and the Newfoundland and Labrador Sexual Assault Crisis and Prevention Centre, the Advisory Council has been able to increase public awareness of violence against women, through workshops and public

presentations with these partners. They have also been instrumental as a source of information from which to provide input to government on policies and campaigns. Work with unions, the Make Work Pay coalition, Federation of Municipalities and Federation of Students centred on women's economic and social security, women in leadership, women's earned income and employment and women in the skilled trades. Together with these groups the Advisory Council was able to raise awareness and provide input to government on wages for women, barriers to women in the skilled trades and the need for more women in elected positions in all levels of government.

We continued our representation on external committees or the board of directors of Women Interested in Successful Employment, the Women in Resource Development Committee, and the St. John's Status of Women Council. We participated on the Multicultural Women's Organization of Newfoundland and Labrador Project Advisory Committee, the Silent Witness Committee, Child Youth and Family Services Advisory Committee, the Emergency Protection Order Evaluation Committee, NL Federation of Labour Project – "Labour's Way: Sharing the Wealth" , International Women's Day Committee and worked with women with disabilities through the Independent Living Resource Centre.

We collaborated with anti-violence organizations, as well as officials of the Violence Prevention Initiative's Social Marketing Committee, Justice Minister's Committee on Violence against Women and collaborated with the RCMP on important issues related to violence against women.

At the national level, we participated in the annual meeting of the Coalition of Provincial and Territorial Advisory Councils on the Status of Women, held in Ottawa. We also worked closely with the New Brunswick, Prince Edward Island, Manitoba, Nunavut and the North West Territories Advisory Councils on the Status of Women.

3.0 Internal Governance

3.1 Meetings and Committees

We held four, two-day in-person meetings during the year:

- June 9-10, 2008
- September 11-12, 2008
- November 27-28, 2008
- February 19-20, 2009

A joint meeting with the eight Status of Women Councils/Women's Centres was held during our September 12, 2008 meeting. Four internal committees continued to guide the management of our organization: Finance, Governance, Personnel and Building and Communications..

3.2 Infrastructure

Having moved into the newly renovated offices in August 2007, new office furniture was purchased during the 2007-08 fiscal year. After significant in-house delay, workplace ergonomic assessments were completed in May 2008. Workplace modifications were made and additional appropriate equipment was purchased as per the recommendations.

3.3 Staffing

The Advisory Council has four full time positions and a part-time bookkeeper, all of whom work from the Provincial Advisory Council office at 15 Hallett Crescent

In 2007-2008, staff positions were reclassified. In 2008-2009, we created professional salary scales which are comparable to similar positions within Government. We also successfully negotiated percent pay increases comparable to the public service from 2008-09 through to 2011-2012. As a result of these negotiations, Advisory Council salaries are now tied to the NAPE General Service contract.

3.4 Business Planning

As per Government requirements, our work from April 2008 to March 2011 is guided by the Business Plan developed during 2007-08. Print and electronic copies of our 2008-2011 Business Plan are available from our office. Word and pdf versions are available on our website.

4.0 Governance Issues

In consideration of Government's strategic directions, and the mandate and resources of the Provincial Advisory Council on the Status of Women, the following priority areas have been identified by the council members.

Issue 1: Advancing Justice for Women

Women's legal, economic and social equality are profoundly affected by the design and delivery of justice services, including matters of family law, the prevention of family violence and correctional services. In keeping with its mandate to advise the Minister Responsible for the Status of Women, Government and the public on issues affecting the status of women, during 2009-2011, the Advisory Council has identified key justice issues related to advancing the status of women. The Advisory Council has been actively engaged as a member of Justice Minister's Committee on Violence against Women as well provided advice and recommendations on a number of initiatives within the Department of Justice around impacts on women. These initiatives include the Family Violence court, Adult Alternative Justice, Family Justice Services and Emergency Protection Orders. Through this work, the Advisory Council has been able to contribute to the advancement of the Provincial Government Strategic Directions related to violence prevention and women's social and economic equality, as stipulated in Appendix A of the Business Plan 2008-2011 of the Provincial Advisory Council on the Status of Women.

Additionally, between 1997 and 2006, hundreds of women were affected by serious errors in the breast cancer hormone receptor testing system of Eastern Health. These errors resulted in inaccurate diagnosis and treatment. The problem was compounded by the actions and inactions of the health care system. In 2007, Government created the Commission of Inquiry into Hormone Receptor Testing with a mandate to inquire into and report on these problems. Justice Cameron's report was released on March 3, 2009. This is an important issue for the women who have been affected and the families of those who have died.

Goal 1: By 2011, the Provincial Advisory Council on the Status of Women will have conducted analysis and provided advice and/or recommendations to Government to further women's equality within key areas of the justice system.

Objective 1:
Indicators: By March 31, 2009, Provincial Advisory Council on the Status of Women will have provided advice and/or recommendations to Government

related to the Commission of Inquiry on Hormone Receptor Testing and the provision of Family Justice Services.

Measure: Provision of advice and/or recommendations.

Indicators: Advice and recommendations submitted to Government pertaining to:

- Commission of Inquiry on Hormone Receptor Testing
- Provision of Family Justice Services

Progress Report: Commission of Inquiry on Hormone Receptor Testing

The Advisory Council, by March 31, 2009, achieved the objective of providing advice and recommendations to Government on the Commission of Inquiry on Hormone Receptor Testing.

Council members and staff monitored the Inquiry hearings by attending in person, viewing the web-casts and telecasts, and reviewing daily media reports.

In May 2008, the Premier and Justice Minister were publicly critical of the cost of the Inquiry. The President of the Advisory Council responded by providing advice and recommendations through the media and personal contact with both the Premier and Minister. The value of the Inquiry to the women of the Province was emphasized.

The Advisory Council was also involved with a provincial initiative closely related to issues examined by the Inquiry. The Task Force on Adverse Health Events was created to examine and evaluate how the health system identifies, evaluates, responds and communicates in regard to adverse events within the health system; examine relevant best practices in other jurisdictions; propose a mandate, structure and budget for the establishment of a health quality council in NL, and to make appropriate recommendations.

Council Members and staff participated in the Forum on Managing Adverse Health Events sponsored by the Task Force in May, 2008. We responded to the request for written submissions with an extensive list of recommendations. After reviewing the December 2008 Report of the Task Force on Adverse Health Events, we provided the Premier our concerns about the gaps in the Report.

Progress Report: Provision of Family Justice Services

The Advisory Council, by March 31, 2009, achieved the indicator of providing Government with advice and recommendations with regard to the provision of Family Justice Services.

Over the last two years, the Department of Justice has initiated or introduced a number of alternate dispute resolution programs in both the family and criminal law areas. These programs divert cases from the courts and include mediation, conciliation, community conferencing and other services. The Advisory Council has monitored the development and implementation of these programs as closely as possible with the support and input of equality seeking women's organizations around the province. We have consistently emphasized that these programs must not be used as a means to save on court costs. We have further emphasized that these programs not be used when violence and/or power imbalances are involved. We have encouraged use of a gender inclusive analysis in forecasting the impact of the programs.

Over the course of this reporting period, both Minister Jerome Kennedy and Minister Thomas Marshall have held the Justice portfolio. Advisory Council members and staff have met numerous times over the year with the Ministers, executive officials of the Department of Justice and the judiciary. We have provided advice and recommendations on:

- difficulty women experience with access to legal aid for family law matters, especially in Labrador West;
- opposition to proposed legislation, Safer Communities and Neighbour's Act (SCAN);
- recommendations regarding the operation of Family Justice Services (FJS) and their governance structure;
- the critical need for an external evaluation of Emergency Protection Orders;
- concerns about the pilot Family Violence Treatment Court;
- concerns about the Adult Alternative Justice Program currently under development.

Using a gender lens, we provided detailed commentary and raised many questions about the programs. We have actively participated in the public consultations conducted by the Department and provided written submissions.

On an ongoing basis, we brief and provide recommendations to the Minister Responsible for the Status of Women and her executive officials on these same issues.

We hold positions and actively participate on the following Justice Committees:

- Evaluation Sub-Committee, Family Violence Prevention Act – Emergency Protection Orders (EPOs);
- Justice Minister's Committee on Violence against Women.

The Advisory Council is confident the safety and equality of women in the province has been enhanced by this close scrutiny of Justice initiatives. Examples of effectiveness include:

- decision to not proclaim SCAN;
- termination of mediation of spousal support by Family Justice Services;
- review and change to the governance structure of FJS.

Objective 2:
By March 31, 2010, the Provincial Advisory council on the Status of women will have gathered information and developed advice and/or recommendations in key areas related to justice services for women, including but not limited to family violence courts and correctional services.

Indicator Development for 2009-10

- The Advisory Council will monitor and continue to advise Government as new programs related justice services for women, including but not limited to family violence courts and correctional services are implemented.

Issue 2: Representation on Key Government Strategies

In keeping with its mandate to advise the Minster Responsible for the Status of Women and Government on issues affecting the status of women, council members have identified contributions to ongoing strategic priorities and, in particular those involved with the Violence Prevention Initiative and the Poverty Reduction Strategy, as strategic issues. Both of these priority areas of focus align with the Provincial Government Strategic Directions 1, 4 and 5, as outlined in Appendix A of the Business Plan 2008-2011 of the Provincial Advisory Council on the Status of Women. These Strategic Directions include violence prevention, women's earned income and employment and women's economic and social equality.

Poverty and violence are two of the most difficult and prevalent issues faced by women in our province. Government's Violence Prevention Initiative and Poverty Reduction Strategy provide ongoing opportunities to shape public policy in ways that will advance women's equality. Throughout this reporting year, the Advisory Council provided advice and/or recommendations based on the analysis of women's diverse needs in the province to the Minister Responsible for the Status of Women and departments involved with these ongoing Government strategies.

Reducing violence and increasing women's economic equality remain priority issues

Goal 2: By March 31, 2011, The Provincial Advisory Council on the Status of Women will have provided ongoing advice and/or recommendations on key Government strategies, including but not limited to the Violence Prevention Strategy and the Poverty Reduction Strategy.

Objective 1:
By March 31, 2009, the Provincial Advisory Council on the Status of Women will have provided advice and/or recommendations related to the prevention of violence against women and the Poverty Reduction Strategy.

Measure:
Provision of advice and or/recommendations

Indicators:
Advice and/or recommendations provided to Government pertaining to:

- Prevention of violence against women
- Reducing women's poverty

Progress Report: Prevention of Violence against Women

The Advisory Council, by March 31, 2009 achieved the indicator of providing advice and recommendations to Government on prevention of violence against women.

Many activities by Advisory Council members and staff are directed to preventing violence against women and children.

Over this past fiscal year, we publicly addressed violence issues through interviews, opinion editorials, letters to the editor, and public speaking events in the province. On occasion we have called media outlets to task about inappropriate coverage of the murder of women in the province.

We have gathered RCMP and RNC information and statistics related to the murder/attempted murder of women in the province to support these activities. We also partnered with the NL Sexual Assault Crisis and Prevention Centre and a relative of one murder victim to set up donations in her name to the Centre.

In terms of the Violence Prevention Initiative, Advisory Council members and staff sat on the social marketing committee. Over this past year, we have provided advice and recommendations on two different marketing campaigns designed to prevent violence against older adults and men's violence against women. On an ongoing basis we consult and exchange views and information with the staff of the VPI. We participated and made presentations at the 3rd annual VPI Stakeholders Conference held in St. John's.

Progress Report: Reducing Women's Poverty

The Advisory Council, by March 31, 2009 achieved its indicator of providing advice and/ore recommendations to Government related to reducing women's poverty.

The Poverty Reduction Strategy (PRS) is an important mechanism for advancing women's economic and social equality and remains an ongoing priority area.

Over this past year we were involved in the development of the PRS consultation strategies along with the Status of Women Councils/Women's Centres, and the Women's Policy Office. With other provincial organizations, we participated in a Round Table discussion conducted by the PRS. Susan Sullivan, Minister of Human Resources, Labour and Employment was in attendance.

We submitted a list of recommendations to the PRS and many of these were included in our pre-budget brief for 2009-2010. The Advisory Council is committed to sharing the wealth in ways that decreases poverty and increases women's economic equality.

Objective 2:
By 2010, the Provincial Advisory Council on the Status of Women will have gathered additional information and conducted analysis to further its advice and/or recommendations related to the prevention of violence against women and the Poverty Reduction Strategy.

Indicator Development for 2009-10

- Provision of advice and/or recommendations to government on reducing women's poverty including advice and/or recommendations related to the Poverty Reduction Strategy.
- Continue to advise and/or make recommendations to government pertaining to prevention of violence against women, including participation in evaluation and development of social marketing strategies of the Violence Prevention Initiative.

Issue 3: Advancing Women's Equality in Priority Areas

In keeping with its mandate to bring before Government and the public issues affecting the status of women, the Advisory Council has identified barriers to women's employment in non-traditional work settings and increasing women's representation in elected office and decision-making positions as strategic issues. Work in these areas has supported key Provincial Government Strategic Directions 2 and 3, women in leadership and decision making and skilled trades as outlined in Appendix A of the Business Plan 2008-2011 of the Provincial Advisory Council on the Status of Women.

Women are entering the fields of skilled trades and technology in greater numbers and employment opportunities are opening in a variety of non-traditional work settings such as work camps. However, women will continue to have difficulty taking advantage of these well-paying employment opportunities unless they have access to supports for their families, such as child care. The Advisory Council recognizes research and advocacy on the needs of women in male dominated occupations is a priority task.

Women are still not equally represented in elected positions or decision-making positions. Strategies must be developed and implemented to remove barriers to women's participation and advancement. The Advisory Council continues to work with the Women's Policy Office to the reach the goal of full participation by women in the province.

Goal 3: By 2011, the Provincial Advisory Council on the Status of Women will have provided advice and/or recommendations related to advancing women's equality, including but not limited to the provision of family supports for women working in non-traditional settings and addressing barriers to women's representation in elected positions and decision- making positions.

Objective 1:

By 2009, the Provincial Advisory Council on the Status of Women will have initiated information gathering related to the range of family supports possible for women working in non-traditional settings, as well as strategies to increase women's representation in elected office and decision-making positions.

Measure:
Information gathered on programs available and supports needed.

Indicators:
Information on:

- Approaches for the provision of family supports for women working in non-traditional settings
- Strategies to increase women's representation in elected office and decision-making positions

Progress Report: Women and Family Supports in Non-Traditional Work Settings

The Advisory Council, by March 31, 2009 advanced work towards achieving the indicator of gathering information on approaches for the provision of family supports for women working in non-traditional settings. However, it did not fully achieve the indicator.

The Advisory Council did not advance this work to the degree we would have liked during 2008-2009. This was in part due to other unforeseen issues requiring Advisory Council response and attention, some of which such as the Cameron Inquiry and Hormone Receptor Testing, required significantly more time than originally anticipated. During this period as well, members of the Advisory Council had limited knowledge around the issue of women in non-traditional occupations. The Council did not have any expertise in this area amongst the members.

However, we are pleased with the preliminary activities which were completed. Discussions were held with Kelly Power, Director of the Carpenter & Millwrights College and Gail Hickey, Executive Director, Office to Advance Women Specialists. Both have a wealth of knowledge to bring to the discussions and are ready to work with the Advisory Council. It is noted Ms. Power was appointed to the Advisory Council in May, 2009.

Progress Report: Women in Leadership

The Advisory Council, by March 31, 2009 achieved the indicator of advancing strategies to increase women's representation in elected office and decision making positions.

The activities directed to increasing women representation in elected office and decision-making positions were varied. Several new initiatives were commenced.

Women in Sports: In 2008, the Advisory Council took the Telegram to task publicly for naming only men to the list of Top 10 Athletes in NL and created a sample list of Top Ten Female Athletes.

Federal Election: In 2008, we developed and distributed a list of questions for NL candidates in the federal election and 8 candidates responded. We challenged the candidates attending the forum organized by NL Federation of University Women's candidates' forum with these and additional questions.

PACSW Women in Leadership Committee consists of members from this Council as well as representation from Corner Brook and Labrador West Status of Women Councils. This Committee held an in-person meeting on January 28, 2009, at which time the President shared information about her activities in this area.

She participated in a gender based analysis workshop held in Charlottetown, PEI, November 13, 2008. This training was sponsored by the Prince Edward Island Women in Government Committee. Community members and female MLAs explored the barriers women face and provided suggestions for removing barriers. The Committee has completed research into women and provincial

leadership and created a job description for PEI MLA's. Permission was given for other provinces to adapt these materials for their use.

The President met three times with the Atlantic Advisory Councils on the Status of Women to discuss issues related to women in leadership. Valuable resources and information about women's candidate schools was shared.

The Leadership Committee identified issues and discussed plans for the coming year. A round of ideas resulted in twenty-one suggestions of issues that need to be addressed to facilitate women's involvement in public/political leadership.

Objective 2:
By 2010, the Provincial Advisory council on the Status of Women will have provided advice and/or recommendations related to key areas identified in Objective 1 and emerging priority issues as identified by the Council.

Indicator Development for 2009-10

- Advice and/or recommendations provided to Government related to women in elected office and decision-making positions.
- Advice and/or recommendations provided to Government related to family supports for women working in non-traditional settings

Issue 4: Public Awareness

In keeping with its mandate to bring issues affecting the status of women to Government and the public, the Advisory Council has identified the strategic issue of public awareness. By bringing attention to the roots of women's inequality and the importance of effective public policies to advance the status of women, we have worked towards enhancing the women's living in the province. In the public awareness work of the Advisory Council, the Provincial Government Strategic Directions were highlighted. This work addressed violence against women, women in leadership and women's economic and social equality, strategic directions 1, 2 and 5 as outlined in Appendix A of the Business Plan 2008-2011 of the Provincial Advisory Council on the Status of Women.

Goal 4: By 2011, the Provincial Advisory Council on the Status of Women will have developed focused public awareness strategies in response to strategic priority issues related to the advancement of the status of women.

Objective 1: By 2009, the Provincial Advisory Council on the Status of Women will have implemented a strategic approach to publicly respond to priority areas related to the advancement of the status of women

Measure: Finalized and implemented a communications strategy

Indicators: Communications Committee
Strategic Communications Plan

Progress Report: Public Response to Priority Areas

Extensive public outreach was conducted throughout the period of this report. Some of the key initiatives the Advisory Council was engaged in were as follows:

Equality Wishes for Moms, May 5, 2008 – the Advisory Council took the lead in organizing this Mother's Day media event along with Oxfam, the St. John's Status of Women and the Provincial Women's Committee of the NL Federation of Labour. Participants created two large Mother's Day cards filled with messages about women's equality and sent these to the Premier and Prime Minister.

PACSW Community Reception to acknowledge and celebrate women in leadership positions. Recognized were Frances Ennis, 2008 Persons Case Award November 28, 2008: In addition to celebrating Ms Ennis's accomplishments, we recognized Lana Payne, newly elected President of the NL Federation Of Labour, Joanne MacDonald, recipient of the Order of Canada, Gerry Rogers, film maker and prominent advocate for women for their contributions to advancing women's equality over this past year. This reception also provided the opportunity for recognition and welcoming of Kathy Dunderdale as the newly appointed Minister Responsible for the Status of Women.

Public forum in violence against women -- PACSW presented together with Robert Fox, Executive Director of Oxfam Canada and Vyda Ng, Coordinator, Western Avalon Coalition against Violence on the tope of "Stopping the Culture of Male Violence".

Newfoundland Aboriginal Women's Network – Gave an address at the recognition ceremony banquet for the "Breaking Barriers – Building Strong Minds" project in Stephenville.

International Women's Day events – The PACSW President was the keynote speaker at three IWD events focused on Violence against Women. The events took place in St. Alban's, Lewisporte and Grand Falls-Windsor addressing in total over 300 women and men.

Progress Report: Strategic Communications

The Advisory Council, by March 31, 2009 had achieved the indicator of implementation of the Strategic Communications Plan, through increasing stakeholder and public awareness, responding to the media, hosting the listserv and posting to the Advisory Council website. The issues of focussed upon were,

those outlined in the Business Plan 2008-2011 of the Provincial Advisory Council on the Status of Women.

Communications is an essential component of the work of the Advisory Council. It is necessary for fulfilling our mandate and a communications strategy is one of the priority areas in our Business Plan.

In 2007-2008 we struck a Communications Committee and developed a strategic communications plan. This year, a draft pamphlet was developed and an information package is in the planning stage; the website was regularly updated and the listserv continues to provide an important avenue for women to connect on women's equality issues. We distributed media releases on a number of topics and gave many media interviews throughout the year. We believe we are recognized by the media as an important point of response for issues that affect women in the province. There is a very high frequency of media calls requesting the PACSW's response to issues impacting women, especially those receiving public attention.

Additionally, we have had preliminary discussions regarding evaluation of both our listserv and website. We plan to engage users in a process to evaluate the effectiveness of these tools in relation to PACSW's stated goals and objectives.

Objective 2:
By 2010, the provincial Advisory council on the Status of women will have evaluated its strategic approach to publicly respond to priority areas related to the advancement of the status of women.

Indicator Development for 2009-10

- The Advisory Council will have improved communications through application and further refinement of the Communications Strategy.
- The Advisory Council will have responded to priority areas related to the advancement of women through focused public awareness strategies.

5.0 Opportunities and Challenges Ahead

Women in our Province continue to experience inequality. Aboriginal women, women with disabilities, multicultural women and rural women experience it even more so. In the years ahead, there will be many opportunities to improve the status of women as well as challenges which will threaten to set us back on the long road to equality. The diversity of experience and background of the Council members provides an important opportunity for specific issues and areas of interest to be brought forward.

It is getting harder to find accessible, safe, affordable housing in every region of the Province. Violence against women is still a significant problem in our communities. Women's access to justice services for family law matters needs to be improved. Women still face significant barriers in attempting to avail of opportunities to work in the skilled trades. There are, however, a number of new initiatives and pieces of work underway that provide important mechanisms to address these problems. The Advisory Council will be working with government and community to seek and provide advice and input on these initiatives.

Much of the work which has traditionally been done by women such as child care and home support remains undervalued and underpaid. It is increasingly difficult for women to secure child care and home support necessary for them to work outside the home.

According to a Statistics Canada survey released in 2007, 50% of females in Newfoundland and Labrador volunteer, as compared to 43% of males. Yet only 24% of municipal elected positions are held by females.

Women continue to be under-represented in decision-making and leadership positions in all levels of government. The municipal elections in the fall 2009 provide a real opportunity for the Advisory Council to continue to build on the work begin done to advance women in leadership positions. Collaboration with others working to advance women in elected positions will be an important part of the work of the Advisory Council.

EI maternity and parental leave provisions remain insufficient to meet the needs of women and their families. While the number of regulated child-care spaces has gradually increased, many women continue to find child care and early learning programs unavailable and/or unaffordable. Student debt load remains a significant financial burden and women

70% of Newfoundland and Labrador mothers work outside the home but only 8% of children had access to regulated child care in 2006.

Statistics Canada

struggle to meet monthly payments. These continue to be significant issues that the Advisory Council is committed to addressing, together with government and community partners.

Although more women have completed post-secondary education and are working full time throughout the year, the wage gap between women and men continues to increase. Newfoundland and Labrador is generating greater wealth than ever before. However, economic boom times lead to greater disparity between the rich and the poor unless public policies are skilfully redesigned to share the wealth with all citizens.

In 2005, Newfoundland and Labrador women earned only 65.4 cents for every dollar earned by men.

Statistics Canada

Although Newfoundland and Labrador has not been as significantly impacted by the global economic downturn as other provinces, the recession has taken a toll on communities in our province, with women being seriously impacted.

Of course, it is not possible for one organization to effectively tackle all of the issues facing women. In our 2008-2011 Business Plan, we selected four specific goals, making the commitment that by March 2011, we will have:

- Conducted analysis and provided advice and/or recommendations to Government to further women's equality within key areas of the justice system

Provided advice and/or recommendations related to advancing women's equality including, but not limited to, the provision of family supports for women working in non-traditional settings and addressing barriers to women's representation in elected positions and decision-making positions

Since 2004, the number of women registering for apprenticeship programs in non-traditional trades in the Province has increased by 35%.

Department of Education

- Provided ongoing advice and/or recommendations on key Government strategies including, but not limited to, the Violence Prevention Strategy and the Poverty Reduction Strategy
- Developed focused public awareness strategies in response to priority issues related to advancing the status of women

For the next two years, we will work on these and other priorities as they arise. We will continue to collaborate with diverse members of the women's community to analyze issues, develop recommendations and advocate for policies and programs which advance women's equality. We will strive to maintain effective working relationships with Government departments and agencies, and we will

continue to bring key issues and feminist perspectives to the attention of the general public.

6.0 Audited Financial Statements

OFFICE OF THE AUDITOR GENERAL
St. John's, Newfoundland and Labrador

AUDITOR'S REPORT

To the Board of Directors
Provincial Advisory Council on the Status
of Women - Newfoundland and Labrador
St. John's, Newfoundland and Labrador

I have audited the balance sheet of the Provincial Advisory Council on the Status of Women - Newfoundland and Labrador as at 31 March 2009 and the statements of revenues, expenses and surplus, and cash flows for the year then ended. These financial statements are the responsibility of the Council's management. My responsibility is to express an opinion on these financial statements based on my audit.

I conducted my audit in accordance with Canadian generally accepted auditing standards. Those standards require that I plan and perform an audit to obtain reasonable assurance whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation.

In my opinion, these financial statements present fairly, in all material respects, the financial position of the Council as at 31 March 2009 and the results of its operations and its cash flows for the year then ended in accordance with Canadian generally accepted accounting principles.

JOHN L. NOSEWORTHY, CA
Auditor General

St. John's, Newfoundland and Labrador
19 June 2009

PROVINCIAL ADVISORY COUNCIL ON THE STATUS OF WOMEN - NEWFOUNDLAND AND LABRADOR

BALANCE SHEET

31 March	2009	2008
ASSETS		
Current		
Cash	$ 9,915	$ 711
Accounts receivable (Note 2)	3,619	11,202
Prepaid expenses (Note 3)	3,218	5,196
	16,752	17,109
Capital assets (Note 4)	22,164	35,235
	$ 38,916	$ 52,344
LIABILITIES AND SURPLUS		
Current		
Accounts payable and accrued liabilities	$ 14,755	$ 8,482
Deferred revenue	-	11,000
	14,755	19,482
Surplus	24,161	32,862
	$ 38,916	$ 52,344

Commitments (Note 5)

See accompanying notes

Signed on behalf of the Council: Jenda Reid, **President** Michelle Murdoch, **Member**

Office of the Auditor General

PROVINCIAL ADVISORY COUNCIL ON THE STATUS OF WOMEN - NEWFOUNDLAND AND LABRADOR

STATEMENT OF REVENUES, EXPENSES AND SURPLUS

For the Year Ended 31 March

	2009	2008
REVENUES		
Province of Newfoundland and Labrador operating grant	$ 420,900	$ 292,200
Interest	1,009	13
	421,909	292,213
EXPENSES		
Amortization	14,017	13,828
Council meetings	40,814	42,125
Interest on long-term debt	-	678
Moving expenses	-	4,847
Operating expenses	48,006	40,975
Outreach	17,487	20,228
Rent	29,608	37,831
Salaries and employee benefits	280,678	249,312
	430,610	409,824
Excess of expenses over revenues before gain on sale of property	(8,701)	(117,611)
Gain on sale of property	-	140,499
Excess of (expenses over revenues) revenues over expenses	(8,701)	22,888
Surplus, beginning of year	32,862	9,974
Surplus, end of year	$ 24,161	$ 32,862

See accompanying notes

Office of the Auditor General

PROVINCIAL ADVISORY COUNCIL ON THE STATUS OF WOMEN - NEWFOUNDLAND AND LABRADOR

STATEMENT OF CASH FLOWS

For the Year Ended 31 March

	2009	2008
Cash flows from operating activities		
Excess of (expenses over revenues) revenues over expenses	$ (8,701)	$ 22,888
Gain on sale of property	-	(140,499)
Adjustment for non-cash items		
Amortization	14,017	13,828
	5,316	(103,783)
Changes in non-cash working capital		
Accounts receivable	7,583	(8,154)
Prepaid expenses	1,978	(3,118)
Accounts payable and accrued liabilities	6,273	(1,208)
Deferred revenue	(11,000)	11,000
	10,150	(105,263)
Cash flows from financing activities		
Repayment of long-term debt	-	(14,857)
Cash flows from investing activities		
Purchase of capital assets	(946)	(39,614)
Net proceeds from sale of property	-	161,799
	(946)	122,185
Net increase in cash	9,204	2,065
Cash (bank indebtedness), beginning of year	711	(1,354)
Cash, end of year	$ 9,915	$ 711

See accompanying notes

Office of the Auditor General

Authority

The Provincial Advisory Council on the Status of Women - Newfoundland and Labrador (the Council) was established under the *Status of Women Advisory Council Act.* The purpose of the Council is to advise the Minister responsible for the Status of Women, the Government and the public on matters of interest and concern to women. Its affairs are managed by a Board of Directors appointed by the Lieutenant-Governor in Council.

1. Significant accounting policies

These financial statements have been prepared by the Council's management in accordance with Canadian generally accepted accounting principles. Outlined below is the significant accounting policy followed.

Capital assets

All capital assets are capitalized at cost at the time of acquisition. Amortization for capital assets is calculated using the methods described below based on the expected future useful life of the assets as follows:

Furniture and office equipment	Straight line, 5 years
Computer hardware and software	Straight line, 3 years
Leasehold improvements	Straight line, 5 years

2. Accounts receivable

	2009	2008
Harmonized sales tax	$ 3,619	$ 11,202

There is no allowance for doubtful accounts since all amounts are considered collectible.

3. Prepaid expenses

	2009	2008
Insurance	$ 793	$ 927
Rent	-	2,467
Travel	517	-
Workplace Health, Safety and Compensation Commission	1,908	1,802
	$ 3,218	$ 5,196

4. Capital assets

	2009			2008
	Cost	Accumulated Amortization	Net Book Value	Net Book Value
Furniture and office equipment	$ 27,896	$ 11,464	$ 16,432	$ 21,066
Computer hardware and software	23,767	19,579	4,188	12,110
Leasehold improvements	2,574	1,030	1,544	2,059
Total	$ 54,237	$ 32,073	$ 22,164	$ 35,235

5. Commitments

In March 2007, the Council entered into a 3 year agreement for the lease of a photocopier requiring quarterly lease payments of $1,017. Also, in March 2007, the Council entered into a 5 year agreement to lease a postage meter requiring monthly lease payments of $28. In August 2007, the Council entered a 5 year agreement for the lease of office space requiring monthly lease payments of $2,618 with an option to renew for an additional 5 years at the same terms and conditions.

6. Pensions

Council staff are subject to the *Public Service Pensions Act*. Employee contributions are matched by the Council and remitted to the Province of Newfoundland and Labrador Pooled Pension Fund from which pensions will be paid to employees when they retire. The Council's share of pension contributions for 2009 was $18,306 (2008 - $17,423).

7. Economic dependence

As the Council's revenue consists primarily of operating grants from the Province, its ability to continue viable operations is dependent upon the decisions of the Province.

8. Financial instruments

The Council's current financial instruments recognized on the balance sheet consist of cash, accounts receivable, and accounts payable and accrued liabilities. The carrying values of these instruments approximate current fair value due to their nature and the short-term maturity associated with them.

9. Income taxes

The Council is a Crown entity of the Province of Newfoundland and Labrador and as such is not subject to Provincial or Federal income taxes.

Appendix I: Biographical Information

Back row (L-R): Danielle Finney, Phyllis Seymour, Elaine Wychreschuk, Yamuna Kutty, Mary Pia Benuen, Vanessa MacArthur, Hilda Whelan, Leslie MacLeod.
Front row (L-R): Michelle Murdoch, Carolyn Lavers, Annie Evans, Sandy Abbott.
Missing from photo: Phyllis Artiss, Jackie Jenkins.

2007-2008 Advisory Council Members:

Leslie MacLeod, St. John's – President:

Leslie has over 25 years of experience with numerous local, regional and national feminist and equality-seeking organizations. She is an experienced adult educator and community development workers. Leslie has an extensive history of involvement as an advocate for women's equality and disability rights. She was involved with the Court Challenges Program of Canada for more than six years, during which time she served as the Co-chair of the Equality Panel and as a member of the Board of Directors.

Phyllis Artiss, St. John's – Vice-President:

Phyllis is serving her third term on the Advisory Council and has been an active member since 2000. She has also been involved with the St. John's Status of Women Council for many years. A retired Memorial University professor, Phyllis has served on several boards and worked on many projects relating to women's issues and equality including the *Let's Teach About Women* project. Her volunteer schedule is so busy it's impossible to believe she's retired.

Mary Pia Benuen, Sheshatshiu – Council Member:

Through hard work and many sacrifices, Mary Pia was the first Innu woman to become a nurse. She is a true community leader involved in health promotion, facilitating workshops and community research. She sits on a number of community advisory groups. Mary Pia volunteers with the Family Resource Centre and is always willing to go that extra mile with families experiencing hardship including providing emotional support when suicide or death occurs. Mary Pia and her daughter live in Sheshatshiu.

Annie Evans, Makkovik – Council Member:

Annie is passionate about advancing the status of women in Labrador and reclaiming Aboriginal culture. She has worked closely with the Paukuutit Inuit Women's Association of Canada and is a strong voice for Inuit women's issues. Annie is also a tireless advocate and educator when it comes to promoting health in Labrador. She has been involved with the Indian and Inuit Community Health Representatives Organization (NIICHRO) since the mid-eighties.

Jackie Jenkins, Grand Falls-Windsor – Council Member:

Jackie is a practising lawyer. Her legal practice and volunteer work enable her to analyze and address numerous women's equality issues. Jackie's involvements include the South and Central Health Care Foundation and the Canadian Cancer Society. Among other issues, she has a keen interest in women's access to justice, education and violence against women and children. Jackie is a proud feminist constantly balancing family life, work and community commitments.

Yamuna Kutty, St. John's – Council Member:

Yamuna is the President of the Multicultural Women's Organization of Newfoundland and Labrador. She has also served on the St. John's Status of Women Council, the National Action Committee on the Status of Women and the National Organization of Immigrant and Visible Minority Women of Canada. Yamuna is involved with numerous projects and initiatives. She brings critical perspectives about the lives of immigrant and refugee women to our work along with a warm and caring heart. She has an extremely busy volunteer schedule.

Carolyn Lavers, Port au Choix – Council Member:

Carolyn is an Economic Development Officer with the Department of Innovation, Trade and Rural Development in Port au Choix. She is a small business entrepreneur and worked with the former Women's Enterprise Bureau. Carolyn has served on the boards of several local business development boards and other community agencies. She is also deeply concerned about issues related to violence, rural child care solutions, women's employment and women in leadership. She brings great dedication and insight to our work.

Vanessa MacArthur, Port aux Basques – Council Member:

Vanessa is an Employment Counsellor at the Career Information Resource Centre in the Port aux Basques area. In addition, she currently serves as chair of the Regional Economic Development Board in her region and is past President of the Gateway Status of Women Council. Vanessa understands the issues having worked with the Women's Centre in previous years. She works from a grassroots perspective, helping women with issues ranging from employment and training to child care and violence. She is a determined and eloquent advocate for women's equality. She is also a talented singer/songwriter with two CDs to her credit.

Michelle Murdoch, St. John's – Council Member:

Michelle is a determined feminist with a disability. She is past chair of the Independent Living Resource Centre (ILRC), a cross disability service organization. Michelle earned her Master's in Women's Studies from Memorial University. As part of her program, she completed a participatory action research project about women with disabilities and employment. Her interests extend across a broad range of social justice issues including poverty, employment and education. She is keenly analytical and always ready to ask the important questions.

Phyllis Seymour, Little Bay Islands – Council Member:

Phyllis received the Governor General's Person's Case Award in 1998. She is a former social worker with a long-standing history of involvement with social justice and equality issues. Phyllis is a former administrator of Emmanuel House and is well known for mentoring others involved in critical equality-seeking community work. She is extremely concerned about violence against women and children and is a strong child care advocate. She brings great wisdom and passion to the work of the Advisory Council.

Hilda Whelan, Whitbourne – Council Member:

Hilda was instrumental in fighting for women's rights in a case involving surviving spouses and the Workplace Health, Safety and Compensation Commission. She solely represented and fought for all widows involved in the case for 15 years ultimately winning an important victory for women's equality. Hilda is a strong advocate concerned about a wide variety of issues affecting women including violence and access to child care. She brings the realities of rural women to the work of the Advisory Council and is determined to keep making a difference.

Advisory Council Staff:

Sandy Abbott – Office Manager:

Sandy has an extensive work history in a variety of sectors including health care, Government, not-for-profit and private business. She is experienced in all aspects of office administration, has been an adult educator in a private college setting and holds a Diploma in Computer Studies. Sandy has also served on the executive of a number of not-for-profit organizations and has a special interest in learning disabilities and drug abuse issues. Sandy lives in St. John's with her daughter, son and two adopted beagles.

Danielle Finney – Communications Director:

Danielle was raised in northern Saskatchewan and moved to St. John's in 1996 to do a Master's of Women's Studies at Memorial University. After graduate school, she became the Coordinator of the St. John's Status of Women Council. Danielle left the Province in 2002 to travel and to do a journalism degree at Ryerson University. She returned here to work as a reporter in Labrador for CBC Radio before joining our staff in May 2007. Danielle's passion for feminism and love of words make her a perfect fit for this position.

Elaine Wychreschuk – Policy Analyst:

Elaine moved to Newfoundland and Labrador in 1974 after spending her early years in Manitoba, Alberta, British Columbia and the Yukon. Before pursuing a law degree, her interests and employment were varied and included textile arts and community development. For over 15 years, she practised criminal and family law working for both the Newfoundland and Labrador Legal Aid Commission and the Department of Justice. In all her endeavours, she has been committed to improving the status of women and pursuing equality for everyone. With a home base in St. John's, she has travelled to virtually every community in the Province.

Elaine Condon – Communications Director: (November 2008 – present)

Elaine's roots are in Calvert on the Southern Shore. She has lived and worked in many parts of Newfoundland and Labrador. After completing her first degree at Memorial University, she worked in Human Rights in Saskatchewan and then as a fieldworker with MUN Extension Services until its demise in 1991. Elaine has volunteered and worked within the women's community in Newfoundland and Labrador for more than three decades. For fourteen years she was the Coordinator of the Gander Women's Center and is a founding mother of Cara Transition House. After completing a Master's degree at Carleton University, she decided to move back to the East coast. Currently, she lives in a downtown row house, with room for her two sons and one daughter to boomerang. Elaine joined the staff of PACSW in November 2008.

Appendix II: Values

Commitment:

Each individual applies feminist principles when asserting equality and challenging inequality, thereby affecting social change.

Responsiveness:

Each individual responds to request in a time-efficient manner, meeting the changing needs of the women's community as issues emerge.

Inclusiveness:

Each individual works to ensure that all opinions and knowledge are considered so that the strength that exists in the collective voice of women is sustained and enriched by the diversity of women's perspectives.

Learning:

Each individual continues to educate herself about women's inequality as a means of fulfilling her responsibility as a feminist leader.

Safety:

Each individual contributes to the creation of a respectful environment that ensures women have a safe place to speak openly about inequities.

Celebration:

Each individual acknowledges both the challenges and the joys of working with and for women and celebrates our collective achievements.

Equity, Equality and
Inclusion for Women

PROVINCIAL ADVISORY COUNCIL
ON THE STATUS OF
WOMEN
NEWFOUNDLAND & LABRADOR

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